



## Impact Factors of the Marketing Mix in Deciding Whether Thai Tourism Travel to Chiang Dao District, Chiang Mai Province

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### Abstract

**Background and Aim:** The tourism industry is a significant driver of economic growth, particularly in developing countries. Chiang Mai Province, especially Chiang Dao District, is a popular tourist destination in Thailand, known for its natural beauty, cultural heritage, and historical significance. This study aims to investigate the influence of marketing mix factors (product, price, place, and promotion) on the travel decisions of Thai tourists visiting Chiang Dao District.

**Materials and Methods:** A quantitative research methodology was employed, involving a questionnaire survey of 385 Thai tourists visiting Chiang Dao District. Data analysis included descriptive statistics, correlation analysis, and multiple regression analysis.

**Results:** The findings reveal that all four marketing mix factors significantly influence Thai tourists' travel decisions. Product, encompassing the overall destination experience, was found to be the most influential factor. Price, place, and promotion also played significant roles in shaping tourists' choices.

**Conclusion:** This study underscores the importance of a comprehensive marketing mix strategy in attracting Thai tourists to Chiang Dao District. Tourism stakeholders should focus on developing unique product offerings, competitive pricing, enhancing the destination's ambiance, and implementing effective promotional campaigns to cater to the preferences of Thai tourists and ensure the sustainable growth of the tourism industry in the region.

**Keywords:** Tourism, Marketing Mix, Travel Selection Decisions, Chiang Dao District, Thailand

### Introduction

The tourism industry, recognized as a critical catalyst for economic and social development, plays a vital role, particularly in developing nations. The expansion of this sector not only generates significant economic value and income but also helps in bridging the international payment deficits through the influx of foreign currency (Haryani, Abriyoso & Kurnia, 2022). Furthermore, tourism fosters regional economic stimulation, job creation, and equitable income distribution within communities. It promotes the utilization of local resources through the enhanced production of diverse agricultural and industrial products and services to cater to the needs of both domestic and international tourists (Huang, Chen & Wu, 2009).

Despite facing substantial challenges from the COVID-19 pandemic, such as economic slowdowns, fluctuating inflation rates, and heightened global competition, the tourism sector has begun to witness a revival (Kamkankaew et al., 2023). With increased vaccination rates and the reopening of borders, countries like Thailand are experiencing a resurgence in domestic tourism, particularly in regions renowned for their cultural and natural heritage (Kamkankaew et al., 2021).

Chiang Mai Province, located at the heart of Thailand's northern region, stands out as a primary tourist destination globally acclaimed for its rich natural resources, cultural heritage, and architectural beauty (Chinawat, 2024). These attributes continue to draw both Thai and international tourists. According to the Economic, Tourism and Sports Division, the province generated a remarkable 67,393 million baht from tourism in 2019 alone, highlighting the sector's substantial contribution to the local economy (cited in Somnuxpong & Wiwatwongwana, 2020). Chiang Dao District, a part of Chiang Mai Province, is distinguished by its wealth of natural tourist attractions, cultural significance, and historical depth, attracting a considerable number of visitors annually (Deharveng et al., 2023). Data from the Chiang Dao Wildlife Sanctuary Office shows a consistent increase in tourist numbers, with 62,868 in 2021 and 73,544 in 2022, reflecting the district's growing appeal (Saraphol et al., 2023).

Considering the resurgence of tourism in Thailand, particularly in culturally rich regions like Chiang Mai, and the steady growth of tourist numbers in Chiang Dao District, this study aims to address the significant knowledge gap concerning the marketing mix factors influencing Thai tourists' travel decisions





to Chiang Dao. A comprehensive understanding of these factors is crucial for tourism stakeholders to develop effective marketing strategies, enhance the district's appeal, and foster sustainable tourism growth in the region. The research findings are anticipated to provide valuable insights that can guide tourism businesses and policymakers in tailoring their efforts to meet the specific needs and preferences of Thai tourists, ultimately leading to increased tourist satisfaction, community development, and economic benefits for the region.

Given this increasing trend and the expanding number of tourism-related businesses in the district, understanding the marketing mix factors that influence the travel decisions of Thai tourists to Chiang Dao is imperative. This study aims to explore these factors thoroughly, thereby contributing insights that could shape effective marketing strategies to meet tourists' needs. The outcomes of this research are expected to not only enhance Chiang Dao District's reputation but also stimulate community development, increase income, and encourage the growth of additional tourism services in the region.

## Objectives

The research objective of this paper is to examine the impact of marketing mix factors on the travel selection decisions of Thai tourists visiting Chiang Dao District, Chiang Mai Province.

## Literature review

In the literature review section, details of Travel Selection Decisions for Destinations and Marketing Mix are presented as follows.

### Travel Selection Decisions for Destinations

Selecting a travel destination involves a complex decision-making process influenced by a myriad of factors. This literature review explores the multifaceted considerations that impact tourist destination choice, providing a comprehensive framework for understanding how travelers decide where to go.

The decision to travel is often influenced by both push and pull factors. Push factors are typically internal and personal, such as a desire for escape from the mundane, stress relief, or the pursuit of adventure and novelty. These factors initiate the desire to travel by pushing individuals away from their routine environments (Ortaleza & Mangali, 2021). Conversely, pull factors are external attributes of a destination that draw travelers towards them. These can include unique landscapes, cultural richness, specific events, or leisure facilities that align with the traveler's interests (Tan, 2020).

The demographics (age, income level) and psychographics (lifestyle, values, personality) of travelers significantly influence their choice of destination. For example, younger travelers such as backpackers may prioritize affordability and opportunities for cultural immersion, while families might look for destinations offering diverse activities suitable for all ages. The travel purpose—whether for leisure, adventure, romance, or relaxation—also plays a crucial role in shaping the decision-making process (Krakover & Corsale, 2021).

The advent of the internet has transformed how travelers gather information and make decisions. Online travel agencies (OTAs), travel blogs, and social media platforms are now pivotal in shaping perceptions and decisions. These digital platforms provide a wealth of information, including user reviews and immersive content, which significantly influences potential tourists' choices (Debski & Nasierowski, 2017).

Travel decisions are further influenced by practical considerations such as budget, time constraints, visa requirements, and accessibility issues including language barriers and physical limitations. Safety concerns also play a critical role, particularly in today's globalized travel environment. These factors can constrain or redirect the choice process, often leading travelers to opt for more accessible or safer destinations than originally planned (Ghosh & Mukherjee, 2023).

In sum, the selection of a travel destination is a dynamic and complex process shaped by internal desires, external attractions, personal characteristics, informational influences, and practical limitations. Understanding these diverse factors is essential for tourism researchers and destination marketers aiming to effectively attract and satisfy potential travelers. By addressing these considerations, destinations can more successfully position themselves to appeal to the varied preferences and needs of the global travel market.

## Marketing Mix



In the increasingly competitive tourism industry, destinations compete vigorously for the attention of travelers. Central to gaining a competitive edge is the implementation of a well-structured marketing mix, traditionally defined by the four Ps: Product, Price, Place, and Promotion. This literature review delves into how these elements are adapted to market destinations effectively, underscoring their pivotal role in the success of destination marketing.

#### *Product*

The product in destination marketing transcends the tangible, offering travelers an intangible experience that includes the destination's natural landscapes, historical landmarks, and cultural festivities, as well as amenities like accommodation, transport, and dining options (Rahman et al., 2019). Effective marketing of a destination revolves around constructing a compelling narrative that encapsulates these elements. For instance, coastal destinations may emphasize attributes such as sun-drenched beaches, vibrant nightlife, and luxurious accommodations to attract those seeking relaxation and luxury (Gaffar, 2022). The uniqueness and appeal of these experiences are pivotal in distinguishing a destination in the saturated tourism market.

#### *Price*

Pricing strategies in tourism extend beyond mere lodging costs, encompassing all expenses involved in the travel experience—transportation, dining, activities, and even local taxes. A nuanced understanding of pricing involves considering factors like competitive pricing, seasonality, and the economic profile of the target audience (Assante et al., 2014). Destinations might offer budget-friendly travel packages to attract cost-sensitive tourists or create high-end experiences that justify a premium pricing strategy. Dynamic pricing, which adjusts prices based on current demand levels, represents a sophisticated approach to maximizing revenue while maintaining attractiveness to diverse traveler segments (Ahani et al., 2019).

#### *Place*

Distribution or Place concerns the means through which tourists can access a destination. This includes not only physical accessibility via strong airline connections and efficient local transportation but also the ease of information and booking processes through online platforms (Binter, Ferjan & Neves, 2016). Strategic partnerships with travel agencies and tour operators also play a crucial role in enhancing the distribution channels, making it easier for potential visitors to plan and book their travels (Karl, 2018).

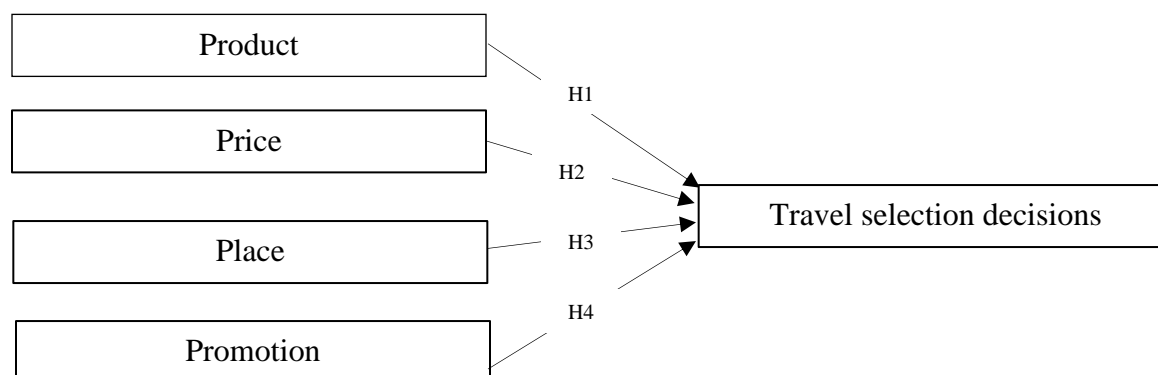
#### *Promotion*

Promotion in destination marketing involves all activities aimed at communicating with potential tourists. This includes leveraging social media platforms for targeted advertising and engagement, which allows destinations to showcase their allure directly to consumers (Al-Azzam, 2016). Collaborations with travel bloggers and influencers can provide authentic travel experiences and generate significant buzz. Additionally, traditional and digital public relations efforts are instrumental in securing positive media representations that can elevate a destination's profile (Dwyer & Kim, 2003).

In conclusion, the four Ps of the marketing mix are critical components that, when strategically blended, craft a compelling, accessible, and well-priced travel experience that can captivate the target audience. By effectively utilizing these elements, destinations can enhance their market presence, attract more tourists, and ultimately succeed in the competitive landscape of global tourism.

### **Conceptual Framework**

Based on the research and studies conducted by Thai academics, including Rattanakitrungruean (2007), Noo-urai & Jaroenwisan (2017), Srisangkaew (2017), Pholphirul, et.al. (2022), Pandey, et.al. (2023), and Wiwattanakornwong & Khumboon (2023), it has been found that marketing mix factors significantly influence the travel selection decisions of Thai tourists. Consequently, this research has formulated the following hypotheses.



**Figure 1** Conceptual framework

## Methodology

To address the research objectives, this study employs a quantitative research methodology. The details of the research methodology are as follows.

### *Population and sample size*

The population targeted in this research comprises Thai tourists traveling to Chiang Dao District, Chiang Mai Province. The exact size of the population cannot be determined. For this research, a confidence level of 95%, an allowable error margin of 5%, and a proportion of the characteristic of interest in the population set at 0.5 were used to calculate a sample size of 385 individuals.

### *Data collection*

The study employed accidental sampling at various tourist attractions in Chiang Dao District, Chiang Mai Province. These locations included Chiang Dao Cave, King Naresuan the Great Stupa, Pong Ang Hot Spring, Sri Sangwan Waterfall, and the Royal Project Reservoir at Ban Huai Luek. These sites were chosen because they are frequented by tourists, which facilitates data collection. Data collection was conducted from September to December 2023.

### *Research instrument*

The instrument used to collect data for this research study was a questionnaire consisting of 20 items related to factors influencing the travel selections of Thai tourists visiting Chiang Dao District, Chiang Mai Province. The researcher conducted a thorough review of conceptual documents and theories about relevant research literature. This included the development of a conceptual framework and the design of the questionnaire tools. The questionnaire employed a Likert scale to assess responses, providing five levels of answers for each question to gauge the opinions of Thai tourists. A quality analysis of the entire questionnaire was performed using Cronbach's Alpha Coefficient, which indicated a reliability value of 0.728, demonstrating high overall confidence in the instrument.

### *Data analysis*

The analysis of the mean, standard deviation, kurtosis, and skewness was used to check the normal distribution of the data. Correlation analysis was used to examine the relationships between variables. This research tested the hypotheses using multiple regression analysis by Enter method.

## Results

The research objective is to examine the impact of marketing mix factors on the travel selection decisions of Thai tourists visiting Chiang Dao District, Chiang Mai Province. The results of this study are presented through the examination of the normal distribution of the data, analysis of the relationships between variables, and testing of the research hypotheses, respectively.

### *Descriptive statistics of the variables*



Table 1 provides the descriptive statistics for the variables examined in this study, which include product (PRD), price (PRI), place (PLA), promotion (PRM), and travel selection decisions (Y\_TSD). The table presents the mean, standard deviation (S.D.), skewness, and kurtosis for each variable, along with an interpretation of the mean values.

For product (PRD), the mean score for the product is 4.39 with a standard deviation of 0.873, indicating a high level of satisfaction among respondents regarding the product offerings in Chiang Dao District. The skewness (0.187) and kurtosis (1.212) suggest a fairly symmetrical distribution with a moderate peak. For price (PRI) has a mean of 4.26 and a standard deviation of 0.776, reflecting a high level of acceptance of the price levels by the tourists. The data shows a right skew (0.907) and low kurtosis (0.436), indicating a distribution that leans towards higher scores with a flatter peak. For place (PLA), the mean score for place is 4.24, with a standard deviation of 0.835. This high mean score indicates a favorable perception of the location and its accessibility. The skewness (0.900) and kurtosis (0.703) suggest a slightly right-skewed distribution with less pronounced tails. For promotion (PRM) received a mean score of 4.17 and a standard deviation of 0.880. This high level signifies effective promotional strategies impacting tourists' perceptions. The skewness (0.808) and very low kurtosis (0.196) indicate a distribution with a slight right skew and a flatter distribution of responses. For travel selection decisions (Y\_TSD), the mean score for travel selection decisions is 4.01 with a standard deviation of 0.631, categorized as high, reflecting a positive impact of the marketing mix on tourists' decision-making. The skewness (0.480) and kurtosis (0.464) show a moderately symmetrical and flat distribution pattern. Overall, the descriptive statistics suggest that the marketing mix elements, which are product, price, place, and promotion, are perceived positively by the tourists visiting Chiang Dao District, influencing their travel selection decisions significantly. The relatively high mean scores across all variables denote a successful alignment of these elements with tourists' expectations and preferences.

**Table 1** Descriptive statistics of the variables

Variables	Mean	S.D.	Skewness	Kurtosis	Meaning of Mean
Product (PRD)	4.39	0.873	0.187	1.212	high level
Price (PRI)	4.26	0.776	0.907	0.436	high level
Place (PLA)	4.24	0.835	0.900	0.703	high level
Promotion (PRM)	4.17	0.880	0.808	0.196	high level
Travel selection decisions (Y_TSD)	4.01	0.631	0.480	0.464	high level

#### *Correlation analysis*

Table 2 presents the results of a correlation analysis conducted to assess the relationships among the variables related to the marketing mix factors and their impact on the travel selection decisions of Thai tourists visiting Chiang Dao District, Chiang Mai Province. The variables included in the analysis are Product (PRD), Price (PRI), Place (PLA), Promotion (PRM), and a variable representing travel selection decisions (Y\_TSD). The correlation coefficients among PRD, PRI, PLA, and PRM range from 0.635 to 0.788, indicating significant positive relationships among the marketing mix factors themselves. Notably, the strongest correlations are observed between Promotion and both Product (0.787) and Price (0.788), suggesting that promotional activities are highly integrated with how products are positioned and priced in this market. This analysis underscores the interconnected nature of marketing mix factors and highlights their significant collective influence on the travel decisions of tourists to Chiang Dao District.

**Table 2** The result of the Correlation analysis

	<b>Y_TSD</b>	<b>PRD</b>	<b>PRI</b>	<b>PLA</b>	<b>PRM</b>
<b>Y_TSD</b>	1.000				
<b>PRD</b>	0.700**	1.000			
<b>PRI</b>	0.697**	0.635**	1.000		
<b>PLA</b>	0.684**	0.747**	0.743**	1.000	
<b>PRM</b>	0.702**	0.787**	0.788**	0.768**	1.000

Note: \*\* means a statistical significance level of 0.01

Table 3 presents the results of multicollinearity testing among the marketing mix variables (PRD, PRI, PLA, PRM), which represent Product, Price, Place, and Promotion, respectively. The table lists the Variance Inflation Factor (VIF) and Tolerance values for each variable, metrics that are crucial in diagnosing multicollinearity. This condition can significantly impact the reliability of regression analysis. For PRD (Product), the VIF is 0.639, and the Tolerance is 1.565, suggesting that there is no multicollinearity affecting this variable. For PRI (Price), with a VIF of 0.583 and a Tolerance of 1.714, this variable also shows no signs of multicollinearity. PLA (Place) has VIF and Tolerance values of 0.578 and 1.730, respectively, indicating the absence of multicollinearity. Similarly, PRM (Promotion) has a VIF of 0.594 and a Tolerance of 1.682, confirming that it does not suffer from multicollinearity. The results from Table 3 confirm that the data is free from multicollinearity issues, allowing for a reliable interpretation of the regression analysis performed on these variables. This ensures that the effects identified in the study are indeed due to the variables of interest and not a result of undue influence from collinear variables.

**Table 3** The result of multicollinearity testing

<b>Variables</b>	<b>VIF values</b>	<b>Tolerance values</b>	<b>Meaning</b>
<b>PRD</b>	0.639	1.565	Not Multicollinearity
<b>PRI</b>	0.583	1.714	Not Multicollinearity
<b>PLA</b>	0.578	1.730	Not Multicollinearity
<b>PRM</b>	0.594	1.682	Not Multicollinearity

### *Hypothesis Testing*

Table 4 presents the results of an enter method regression analysis, which examines the influence of various independent variables on the dependent variable Y\_TSD (Travel Selection Decisions). The regression model includes the following independent variables: Product (PRD), Price (PRI), Place (PLA), and Promotion (PRM).

The regression coefficients indicate that the model intercept is 1.071, with a standard error (SE) of 0.137. It is highly significant, with a t-value of 7.819 and a p-value of less than 0.001. The regression coefficient for Product (PRD) is 0.196 with an SE of 0.031, a standardized coefficient ( $\beta$ ) of 0.271, a t-value of 6.378, and a p-value of less than 0.001, indicating a significant positive influence on Y\_TSD. The coefficient for Price (PRI) is 0.181, with an SE of 0.036,  $\beta$  of 0.223, a t-value of 5.006, and a p-value of less than 0.001, showing a significant contribution. The coefficient for Place (PLA) is 0.152, with an SE of 0.034,  $\beta$  of 0.201, a t-value of 4.509, and a p-value of less than 0.001, indicating a positive impact. The coefficient for Promotion (PRM) is 0.177, with an SE of 0.032,  $\beta$  of 0.247, a t-value of 5.601, and a p-value of less than 0.001, also indicating a significant positive influence.

Regarding the model fit, the coefficient of determination ( $R^2$ ) is 0.562, indicating that approximately 56.2% of the variability in the dependent variable is explained by the model. The adjusted

$R^2$  is slightly lower at 0.557, adjusting for the number of predictors in the model. The change in  $R^2$  is 0.562, suggesting that the independent variables provide a substantial contribution to the model. The F-statistic is 121.746, with a significance level of less than 0.001, indicating that the overall model is statistically significant. The Durbin-Watson statistic is 1.611, which assists in identifying the presence of autocorrelation in the residuals from the regression analysis. A value close to 2.0 suggests no autocorrelation.

Table 4 confirms that all selected marketing mix factors significantly affect the travel selection decisions of Thai tourists visiting Chiang Dao District, Chiang Mai Province. The results underscore the importance of these factors in destination marketing strategies.

**Table 4** The result of entering method regression analysis

Independent Variable	Dependent Variable: Y_TSD				
	b	SE	$\beta$	t	p-value
Constant (a)	1.071	0.137		7.819	0.000*
<b>PRD</b>	0.196	0.031	0.271	6.378	0.000*
<b>PRI</b>	0.181	0.036	0.223	5.006	0.000*
<b>PLA</b>	0.152	0.034	0.201	4.509	0.000*
<b>PRM</b>	0.177	0.032	0.247	5.601	0.000*

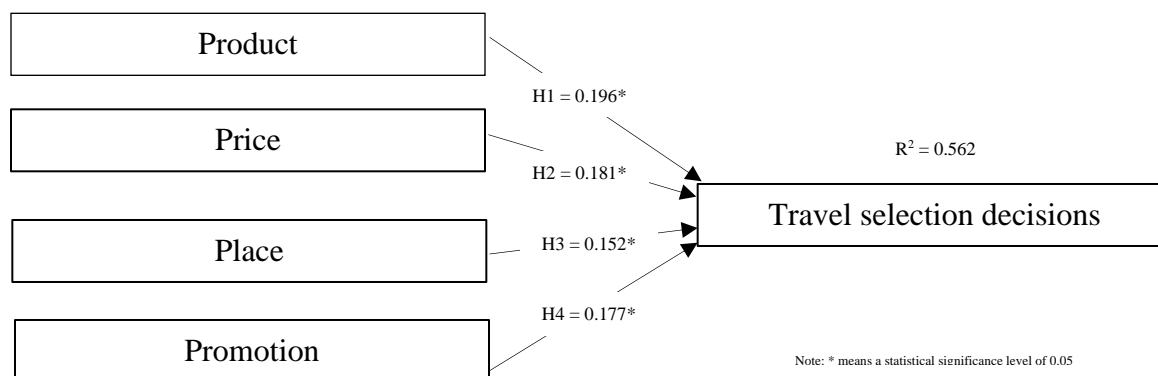
$R = 0.749$ ,  $R^2 = 0.562$ , Adjusted  $R^2 = 0.557$ ,  $R^2_{\text{change}} = 0.562$

$F = 121.746$ , Sig  $F = < .001$ , Durbin-Watson = 1.611

Note: \* means a statistical significance level of 0.05

Based on the information provided in Table 4, the regression equation for the model can be written as:

$$Y\_TSD = 1.071 + 0.196 \text{ PRD} + 0.181 \text{ PRI} + 0.152 \text{ PLA} + 0.177 \text{ PRM} + e$$



**Figure 2** Result of Hypothesis Testing

The hypothesis testing results indicate that all the independent variables (PRD, PRI, PLA, and PRM) have statistically significant linear relationships with the dependent variable (Y\_TSD). This suggests that the model can be used to predict Y\_TSD based on the values of these independent variables. It's important to remember that these results are based on the specific data used in this analysis. Further validation may be required depending on the intended use of the model.



## Discussion

This study empirically confirms the significance of product as a determinant influencing Thai tourist destination choices, specifically when considering travel to Chiang Dao district. The product regression coefficient (PRD) is positive and statistically significant. This is in line with previous research by scholars (Rattanakitrungruean, 2007; Noo-urai & Jaroenwisan, 2017; Srisangkaew, 2017; Pholphirul et al., 2022; Pandey et al., 2023; Wiwattanakornwong & Khumboon, 2023) and shows how important marketing mix factors are in Thai tourists' decisions. Within the tourism context, products transcend tangible offerings. It encompasses the totality of the destination experience, including natural attractions, historical landmarks, cultural festivities, and the availability of hospitality services like accommodation, transportation, and dining options. Crafting a compelling destination narrative that effectively captures these elements is paramount for successful marketing. For Chiang Dao, this could involve emphasizing its unique blend of adventure activities, breathtaking landscapes, and rich cultural heritage to attract tourists seeking a multifaceted travel experience. Recognizing the importance of products is critical for Chiang Dao's tourism industry. By strategically promoting its distinctive offerings and cultivating a captivating destination image, Chiang Dao can effectively position itself to attract Thai tourists and carve out a competitive niche within the tourism market.

The present study offers a statistically significant coefficient (0.181) for price (PRI), confirming its substantial influence on Thai tourist destination selection, particularly for travel to Chiang Dao district. This finding aligns with established research by Thai academics (Rattanakitrungruean, 2007; Noo-urai & Jaroenwisan, 2017; Srisangkaew, 2017; Pholphirul et al., 2022; Pandey et al., 2023; Wiwattanakornwong & Khumboon, 2023), highlighting the critical role of marketing mix factors in shaping Thai tourist decisions. These results underscore the price sensitivity of Thai tourists visiting Chiang Dao. While the destination's unique offerings remain a key draw, implementing competitive pricing strategies is equally crucial. Chiang Dao's tourism stakeholders can leverage value-based pricing that effectively communicates the comprehensive travel experience the destination offers relative to its cost. This might involve strategic promotion of the affordability of adventure activities or showcasing budget-friendly accommodation options, specifically targeting price-conscious Thai tourists. By acknowledging and strategically addressing price sensitivity within this vital target market, Chiang Dao can position itself as a highly attractive destination. This approach would effectively capture Thai tourists seeking a balance between affordability and a fulfilling travel experience, ultimately contributing to the sustainable growth and development of Chiang Dao's tourism sector.

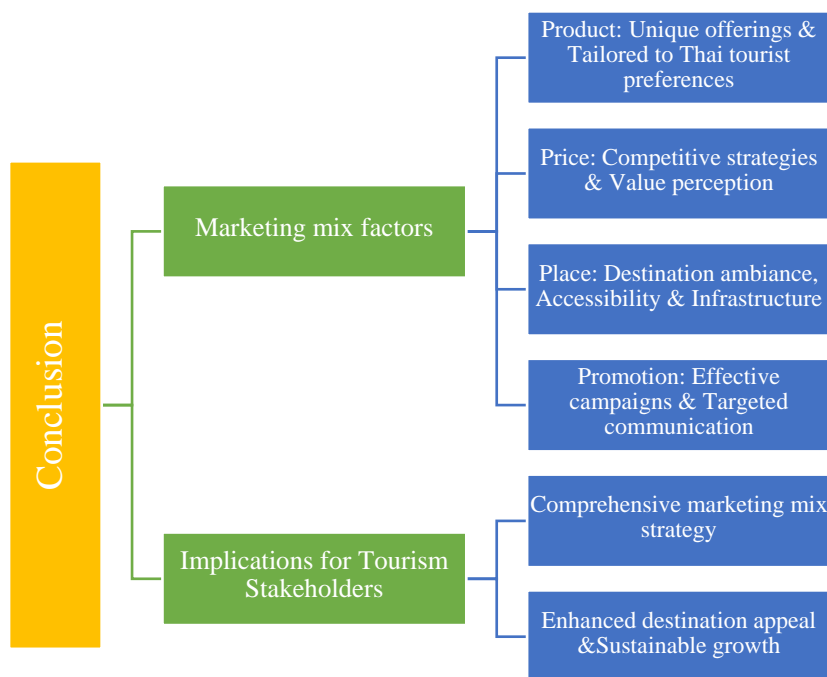
This study contributes to the growing body of research on tourism marketing mix factors by demonstrating a statistically significant positive coefficient (0.152) for place (PLA) in influencing Thai tourist destination selection, particularly for travel to Chiang Dao district. This finding aligns with established research by Thai academics (Rattanakitrungruean, 2007; Noo-urai & Jaroenwisan, 2017; Srisangkaew, 2017; Pholphirul et al., 2022; Pandey et al., 2023; Wiwattanakornwong & Khumboon, 2023), highlighting the importance of a destination's overall ambiance in attracting Thai tourists. The concept of place extends beyond mere geographical location. It encompasses the intangible qualities that define a destination's character, atmosphere, and sense of place. In the context of Chiang Dao, this might involve its serene mountain environment, the rich cultural heritage woven into local traditions and festivals, or the feeling of tranquility fostered by its natural beauty. Strategically emphasizing these unique aspects within marketing campaigns can be highly effective in attracting Thai tourists. Recognizing the significance of place allows Chiang Dao to capitalize on its inherent strengths. By effectively promoting its distinctive charm and cultivating a welcoming local atmosphere, Chiang Dao can position itself as a destination offering an unparalleled experience that transcends the typical tourist getaway for Thai travelers. This targeted approach can contribute to attracting a loyal Thai tourist base and fostering the sustainable development of Chiang Dao's tourism industry.



This research provides robust evidence for the positive influence of promotional activities (PRM) on Thai tourist destination choices, as indicated by the statistically significant coefficient (0.177). This aligns with established research by Thai academics (Rattanakitrungruan, 2007; Noo-urai & Jaroenwisan, 2017; Srisangkaew, 2017; Pholphirul et al., 2022; Pandey et al., 2023; Wiwattanakornwong & Khumboon, 2023), underlining the critical role of strategic promotion in attracting Thai tourists to Chiang Dao district. These findings underscore the necessity for Chiang Dao to prioritize destination marketing efforts. The development of targeted promotional campaigns tailored to resonate with Thai tourists is paramount. Leveraging social media platforms frequented by Thai audiences to showcase Chiang Dao's unique offerings and its captivating local atmosphere presents a promising avenue. Collaborations with prominent Thai travel bloggers or influencers to create engaging content that captures the essence of Chiang Dao can further amplify its reach and cultivate a strong destination image. By implementing a meticulously crafted promotional strategy, Chiang Dao can effectively elevate its profile and foster a positive perception among Thai travelers. This, in turn, has the potential to translate into a significant increase in tourist arrivals, ultimately contributing to the sustainable economic growth and development of the Chiang Dao.

## Conclusion

In conclusion, this study underscores the significant influence of marketing mix factors (product, price, place, and promotion) on the travel selection decisions of Thai tourists visiting Chiang Dao District, Chiang Mai Province. The empirical findings highlight the importance of a comprehensive and well-balanced marketing mix strategy in attracting and satisfying this specific tourist segment. By developing unique product offerings, implementing competitive pricing strategies, enhancing the destination's ambiance, and executing effective promotional campaigns, tourism stakeholders in Chiang Dao District can enhance the region's appeal and foster sustainable growth in the tourism industry. The insights gained from this research can serve as a valuable resource for both tourism practitioners and policymakers in their efforts to tailor marketing initiatives to the preferences and expectations of Thai tourists, ultimately contributing to the continued success and development of Chiang Dao District as a sought-after tourist destination.



### Figure 3 Research Conclusion

#### Recommendation

This section presents actionable recommendations for travel agencies, government entities, and future researchers based on empirical analysis of marketing mix factors influencing Thai tourist destination choices for Chiang Dao District.

##### *Recommendations for Travel Agencies*

1. Develop distinct travel packages showcasing Chiang Dao's unique blend of adventure tourism (trekking, spelunking), cultural immersion (local festivals, traditional crafts), and eco-tourism (nature retreats, sustainable practices).
2. Implement a tiered pricing strategy offering diverse options catering to budget-conscious and luxury-seeking travelers. Clearly communicate the value proposition of each package, emphasizing the comprehensive experience relative to cost.
3. Create a compelling brand identity for Chiang Dao that highlights its serene mountain setting, rich cultural heritage, and unique local atmosphere. Utilize high-quality visuals and narratives that resonate with Thai tourists' preferences.
4. Collaborate with Thai influencers and travel bloggers to generate authentic content showcasing Chiang Dao's appeal. Execute targeted digital marketing campaigns on platforms popular with Thai audiences, focusing on adventure, relaxation, and cultural exploration themes.

##### *Recommendations for Government*

1. Invest in and maintain quality infrastructure, including well-maintained roads, clear signage, and informative visitor centers, to ensure a seamless and positive tourist experience.
2. Foster partnerships with local communities to develop authentic tourism experiences that benefit residents. Support local businesses, promote cultural events, and implement training programs to enhance community participation and economic benefits.
3. Prioritize environmental conservation by promoting eco-friendly businesses, responsible tourism behavior, and the establishment of protected areas. Implement measures to mitigate negative environmental impacts and ensure the long-term sustainability of Chiang Dao's tourism industry.
4. Utilize the research findings to inform destination marketing strategies and resource allocation. Tailor campaigns to emphasize the aspects of Chiang Dao that resonate most with Thai tourists, maximizing return on investment.

##### *Recommendations for Future Research*

1. Conduct an in-depth segmentation analysis to understand the nuanced preferences and motivations of various Thai tourist demographics (age, income, travel style, etc.). This will enable the development of highly targeted marketing strategies.
2. Employ qualitative research methodologies (interviews, focus groups) to gain deeper insights into Thai tourists' perceptions, experiences, and decision-making processes. Uncover latent factors influencing destination choices and satisfaction levels.
3. Implement longitudinal research to track evolving trends in Thai tourist preferences and behaviors. This will ensure that marketing strategies remain adaptable and responsive to changing market dynamics.
4. Conduct comprehensive evaluations of the economic, social, and environmental impacts of tourism in Chiang Dao. This data will inform policymaking, guide sustainable tourism development, and mitigate potential negative consequences.



**Figure 4** Research recommendation

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